

REP HEADLINE# 6261525
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
AUG2/12 14.59
*** WNCN-TV ***

ADV # ADV. NAME ISS/AMER FOR PROSPERITY REP. # OFF. # SALESMAN #
AGY # AGY. NAME MENTZER MEDIA SERVICES, INC. BUYER NAME ELISE CLOYD

600 FAIRMOUNT AVENUE, SUITE 306
TOWSON, MD 21286
SALES PRSN WA- MICK NESCI (H)

ORDER # CONTRACT # 6261525 CLASS: NATL. LOCAL REGIONAL

PRDCT AMER FOR PROSPERITY EST#1831 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG15/12 AUG21/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG2/12 14.59

REP: NEW ORDER
TTL \$10,625 @19X
PLEASE CONFIRM
THANKS SHOSHANA FOR MICK

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021
AN ELECTRONIC INV.WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009
AMERICANS FOR PROSPERITY IDB #1021 TV INVOICES #9912736

8/2
17

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =
AGENCY EST# = 1831

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			700P-730P	30		\$250.00	8/15	8/17	3		W-F	3
PROGRAM : NEWS 7P												
RASO+ : 3.0												
CON COM1 : NEWS 7P												

8/2

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2			730P-800P PROGRAM : EXTRA RA50+ : 3.0 CON COM1: EXTRA	30		\$200.00	8/15	8/17	3		W-F	3
3			1000P-1100P PROGRAM : ROCK CENTER RA50+ : 4.0 CON COM1: ROCK CENTER	30		\$1,200.00	8/16	8/16	2		THU	2
4			700P-730P PROGRAM : NEWS RA50+ : 10.0 CON COM1: NEWS	30		\$175.00	8/18	8/18	1		SAT	1
5			800A-900A PROGRAM : SUN TODAY RA50+ : 2.0 CON COM1: SUN TODAY	30		\$250.00	8/19	8/19	1		SUN	1
6			600P-630P PROGRAM : NEWS RA50+ : 6.0 CON COM1: NEWS	30		\$350.00	8/19	8/19	1		SUN	1
7			700P-800P PROGRAM : DATELINE RA50+ : 5.0 CON COM1: DATELINE	30		\$1,100.00	8/19	8/19	2		SUN	2
8			815P-1130P PROGRAM : SUN NIGHT FOOTBALL RA50+ : 6.0 CON COM1: SUN NIGHT FOOTBALL	30		\$1,500.00	8/19	8/19	2		SUN	2
9			700P-730P PROGRAM : NEWS 7P RA50+ : 3.0 CON COM1: NEWS 7P	30		\$250.00	8/20	8/21	2		M-TU	2

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10			730P-800P	30		\$200.00	8/20	8/21	2		M-TU	2
PROGRAM : EXTRA RA50+ : 3.0 CON COM1: EXTRA												

AUG/12 10625.00

CONTRACT TOTAL 10625.00
 TOTAL SPOTS 19

MARKET TOTALS \$81,730 WNCN 13% WRAL 47% WTVD 33% WRAZ 7% WRDC 0% WLFL 0% CABL 0%

SHARES ESTIMATED

SVC- NSI BOOKS- MAY/11

DEMOS- RA50+*

Mentzer Media Services
 600 Fairmount Avenue
 Ste 600
 Towson MD 21286

Americans For Prosperity/ Issue
 Submission Number 197 Issue 1



WNCN-TV
 1205 Front St.
 Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

Client: Americans For Prosperity/ Issue	Submission Cost: 10625	Campaign Ref: E:120802074
Buyer: ..	Client/Product/Estimate:	Sales Rep: HRP Washington, DC
Schedule Dates: 08/13/12 to 08/26/12	Weeks:	Order Ref: 06261525
Est./PO Number: 06261525	Contract type: Political	Business Type: General
		Business Category: Transactional

Product: Amer For Prosperity	Booking Group: WNCN	Key Market: Raleigh-Durham, NC	10625
Demographic: (L) Household	Order:		

Ref	Sales Product Details	Rate	Spot Type	Nbr of Spots	08/13	08/20	Total	Cost
1	M-F 7p News ..WTF..	250	30 Comme	Nbr of Spots	3		3	750
2	M-F 730p Extra ..WTF..	200	30 Comme	Nbr of Spots	3		3	600
3	Sat 7p NewsS.	175	30 Comme	Nbr of Spots	1		1	175
4	Sun 8a Today ShowS	250	30 Comme	Nbr of Spots	1		1	250
5	Sun 6p NewsS	350	30 Comme	Nbr of Spots	1		1	350
6	M-F 7p News MT.....	250	30 Comme	Nbr of Spots		2	2	500
7	M-F 730p Extra MT.....	200	30 Comme	Nbr of Spots		2	2	400
8	Sun 7p ET / 6p CT NBC Dateline Sunday MTWTFSS Isolations: W/C 08/13S	1100	30 Comme	Nbr of Spots	2		2	2200
9	Sun 8p ET / 7p CT Sun Night Football - Preseason	1500	30	Nbr of Spots	2		2	3000
Weekly Totals: Total Spots(Ord Spots)					15	4	19	

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Buyer:	" "	Client/Product/Estimate:		Sales Rep:	HRP Washington, DC
Schedule Dates:	08/13/12 to 08/26/12	Weeks:	2	Order Ref:	06261525
Est./PO Number:	06261525	Contract type:	Political	Business Type:	General
				Business Category:	Transactional

Ref	Sales Product Details	Rate	Spot Type	08/13	08/20	Total	Cost
10	MTWTFSS Isolations: W/C 08/13S Thu 10p ET / 9p CT Rock Center MTWTFSS Isolations: W/C 08/13 ...T...	1200	30 Comme	2		2	2400
Weekly Totals: Total Spots(Ord Spots)				15	4	19	

Grand Totals				Month 8 Weeks: 4			
	Totals	19	08/13	15	08/20	4	
	Spots	19		15		4	
	Cost	10625		9725		900	

Grand Totals:	Spots:	19
	Gross Total:	10,625.00
	Commission:	1,593.75
	Net Total:	9,031.25